

Message Text

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FM SECSTATE WASHDC

TO AMCONSUL TORONTO

UNCLAS STATE 248348

E.O. 11652: NA

TAGS: BEXP, BFOL, CA

SUBJECT: GLOBAL MARKET RESEARCH: FOOD PROCESSING

AND PACKAGING EQUIPMENT - CANADA

REF: A. STATE A-1665

B. STATE 197423

C. TRANSMITTAL TO COMMERCE FROM AMCONSUL TORONTO,
OCTOBER 25, 1974

1. SUPPLEMENTARY INFORMATION RECEIVED PER REF. (C)
CORRECTS SERIOUS DEFICIENCIES IN SUBJECT REPORT BY
SOUTHAM MARKETING RESEARCH SERVICES. POST TO BE COMMENDED
FOR EFFORTS IN OBTAINING SUPPLEMENT.

2. ACTION REQUESTED

THERE REMAIN SOME MINOR AREAS WHERE ADDITIONAL
INFORMATION IS NEEDED. POST REQUESTED TO TRANSMIT FOLLOWING
ANALYSIS OF SUPPLEMENT TO SOUTHAM MARKETING RESEARCH SERVICES
AND CABLE CONTRACTOR'S RESPONSE TO COMMERCE SOONEST.

3. COMMERCE APPROVES FINAL PAYMENT TO CONTRACTOR UPON

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SUBMISSION TO CONSULATE OF INFORMATION REQUEST IN ANALYSIS

BELOW AS WELL AS THE TWO SYSTEM PROFILES PRESENTLY BEING PREPARED PER REF (C). PAYMENT NOT TO EXCEED U.S. DOLS 6,583 (U.S. DOLLARS SIX THOUSAND, FIVE HUNDRED EIGHTY-THREE) AT TIME OF AWARD, INCLUDING ANY PRIOR PARTIAL PAYMENTS. CHARGE COMMERCE APPROPRIATION 134/51250, CODE K/552/1161-12/12-01/253-01.

4. ANALYSIS OF SOUTHAM MARKETING RESEARCH SERVICES SUPPLEMENT (FOR CONTRACTOR)

THIS ANALYSIS IS ORGANIZED IN ACCORDANCE WITH SEQUENCE OF MARKET RESEARCH SPECIFICATIONS. ADDITIONAL INFORMATION REQUIRED IS SUMMARIZED UNDER APPROPRIATE SECTION NUMBER. PARENTHETICAL PAGE REFERENCES APPLY TO SOUTHAM MARKETING RESEARCH SERVICES SUPPLEMENT.

3.23.01 (F)

LIST NAMES AND NATIONALITIES OF IMPORTANT THIRD-COUNTRY SUPPLIERS OF FOOD PROCESSING EQUIPMENT THAT ARE REPRESENTED IN THE MARKET. SUPPLIERS GIVEN (P. 34) INCLUDE ONLY PACKAGING EQUIPMENT MANUFACTURERS.

3.32.01 (A)

PROVIDE ACTUAL OR ESTIMATED OUTPUT (QUANTITY RATHER THAN VALUE) OF MAJOR DAIRY PRODUCTS (E.G., MILK, BUTTER, CHEESE, ETC.).

3.32.01 (A), (B), AND (C)

INDUSTRY SECTOR PROFILE FOR "OTHER FOODS" (PP. 63-66) INCORPORATES INFORMATION ON "FISH AND SEAFOOD" SECTOR. PROVIDE THE FOLLOWING REQUIRED INFORMATION FOR "OTHER FOODS" ONLY, EXCLUDING FISH AND SEAFOOD: ACTUAL OR ESTIMATED OUTPUT (QUANTITY RATHER THAN VALUE) OF COFFEE AND OF OTHER MAJOR FOOD PRODUCTS; IDENTIFY OF ANY GROUPS/HOLDING COMPANIES THAT ARE PROMINENT IN THIS SECTOR (EXCLUDING THOSE IN THE "FISH AND SEAFOOD" SECTOR); APPROXIMATE PERCENTAGE OF TOTAL SECTOR SALES OR PRODUCTION ACCOUNTED FOR BY LARGE ENTERPRISES (FACTORING OUT "FISH AND UNCLASSIFIED

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SEAFOOD" ENTERPRISES).

3.32.01 (E)

PROVIDE PERTINENT DETAILS OF PLANS FOR CONSTRUCTION OR EXPANSION OF PLANS BY THE THREE COMPANIES IN THE MEAT AND POULTRY SECTOR (PP. 51-52) AND THE FOUR COMPANIES IN THE DAIRY SECTOR (P. 54). INCLUDE NAMES OF COMAPNIES

WITH PLANS; FOOD PRODUCTS TO BE PROCESSED/PACKAGED; PLANNED
PLANT CAPACITIES; ESTIMATED COSTS OF EACH PROJECT; PLANNED
DATES FOR START OF PROJECTS.

3.3301 (D)

PROVIDE THE NAMES OF EACH OF THE FIVE ENTERPRISES FOR
WHICH A SYSTEM PROFILE IS GIVEN. KISSINGER

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